

City of Santa Barbara
COVID-19 Business Advisory Task Force
March 26, 2021 Meeting Summary

- A majority of Business Advisory Task Force members were able to join and participate in the meeting with the Mayor and City staff.
- Mayor Murillo opened the meeting recognizing the improving public health conditions and hope for the City to move into the next tier of reopening in the coming weeks. She noted that Council approved the Downtown BID renewal this past week.
- Paul Casey gave an update on the City's financial condition in which hotel bed tax revenues have been significantly impacted as well as sales tax revenues. The City has an approximately \$9 million dollar deficit this fiscal year, in addition to the significant deficit last fiscal year which has required approximately \$25 million use of reserves. He ended his update noting that the City was receiving \$22 million in federal assistance over the next year in two payments and the City budget process for the upcoming fiscal year was beginning.

Jason Harris spoke of the state and federal assistance that is being released and communication efforts to connect businesses to those assistance programs as well as the new reopening tiers allowing for greater business activities. He also reported on Council's adoption of a series of State Street recommendations. In addition, he referenced Council adopting a citywide ordinance allowing the creation of community benefit districts to support commercial districts in the City.

Rob Dayton highlighted the updated parklet design guidelines and need for businesses to coordinate new parklet installations with city staff.

- Jasmine McGinty with the County introduced herself to the task force, stated that she was working with Nancy Anderson in the Executive Management Office. She referenced the vaccine clinics and broadening of vaccine distribution in April, the reopening tiers and webinars that the County is providing.
- Kathy Janega-Dykes with Visit SB gave an update on improving hotel occupancy but noted the SB market was still underperforming and there were still significant unemployment in the lodging sector due to the inability to hold large meetings, conferences and special events. Visit SB was hosting a meeting demonstration for stakeholders to observe the best in class manner to safely holding these types of activities.
- In addition, a number of business task force members provided updates regarding topics such as the hospitality industry impacts and new partnership with the Chamber; Downtown Organization's efforts to redirect the rowdy bike riders off of the State Street promenade, support of the SB Film Festival, BID renewal and efforts to coordinate business assistance;

Montecito Bank reported the extension of the PPP loan and ability to serve under represented businesses; a commercial broker with Radius reported retail vacancy slowing in downtown and increased business interest; and a construction industry representative noted strong levels of construction activity but that supply chains were still impacted.